Name:

**Retailer Analysis**

***Instructions***: Go to the website of a store of your choice. You cannot choose the same store as someone sitting next to you. In complete sentences, and in a google document, answer all of the below information about your chosen store. When finished, make sure your name is on the google document, and share it with me.

1. What store did you choose?

1. Locations: How many? Are they regional? National?

1. What is the history of business? How did they start?

1. What types of merchandise do they offer?

1. What is their shipping policy?

1. What are their current promotions and/or sales?
2. What are some of their new offerings? New products?
3. What is the address of their corporate headquarters? How many employees do they have?
4. What type of image does the website project? Who are they trying to reach? Who do you feel is their target market? Why?
5. Can customers sign up for email notification?
6. Is there a link ok access to an online catalog or weekly ad? If so, what does it look like?
7. What makes this web site attractive?
8. What would you change about this website?